

### **Amendments to the Claims:**

1. (Currently Amended) A computer-implemented method ~~for integrating data output from a relationship between a customer and a service or product provider, the method~~ comprising:

receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system;

storing the one or more customer vehicle attributes into a data warehouse;

[[and]]

~~transmitting the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, wherein~~

integrating the one or more customer vehicle attributes on a VIN-specific level ~~are integrated~~ across the two or more computer systems to obtain one or more VIN-specific customer vehicle attributes; and

facilitating ~~facilitate~~ management of a relationship between a customer and a service or product provider based on the one or more VIN-specific customer vehicle attributes.

2. (Original) The method of claim 1 wherein the relationship is an after vehicle sales delivery relationship.

3. (Original) The method of claim 2 wherein the one or more customer vehicle attributes are selected from the group consisting of: basic core customer data, vehicle data, financial data, service history data, accessory purchase history data, demographic data, attitudinal data, and loyalty data.

4. (Currently Amended) The method of claim 3 further comprising tracking the one or more VIN-specific customer vehicle attributes.

5. (Original) The method of claim 1 wherein the service or product provider includes a dealer and/or an original equipment manufacturer (OEM).

6. (Currently Amended) The method of claim 5 further comprising communicating or broadcasting a portion of the one or more VIN-specific customer vehicle attributes to the customer.

7. (Original) The method of claim 6 wherein the communicating or broadcasting step is conducted by the OEM or the dealer.

8. (Original) The method of claim 6 wherein the communicating or broadcasting step is conducted by the OEM and the dealer.

9. (Currently Amended) The method of claim 3 further comprising generating a report based on the one or more VIN-specific customer vehicle attributes, wherein at least a portion of the report is communicated to the customer.

10. (Currently Amended) The method of claim 1 wherein the marketing offer computer system includes functionality ~~functionally~~ for providing a plurality of fulfillment options.

11. (Currently Amended) The method of claim 6 further comprising formatting or packaging at least a portion of the one or more VIN-specific customer vehicle attributes prior to communicating or broadcasting the portion of the one or more VIN-specific customer vehicle attributes to the customer.

12. (Currently Amended) The method of claim 1 wherein the data warehouse includes a mainframe ~~or ASP~~ computer system.

13. (Currently Amended) The method of claim 1 wherein one of the two or more computer systems is the service appointment system, and further comprising the

service appointment system ~~is capable of scheduling service and recall appointments and checking the status of an appointment based on the one or more VIN-specific customer vehicle attributes.~~

14. (Currently Amended) The method of claim 1 wherein one of the two or more computer systems is the marketing offer system, and further comprising the marketing offer system ~~is capable of transmitting service, maintenance offers, or product offers based on the one or more VIN-specific customer vehicle attributes.~~

15. (Original) The method of claim 1 wherein the accessory system is capable of processing accessory purchases and installations.

16. (Currently Amended) The method of claim 6 wherein the portion of the one or more VIN-specific customer vehicle attributes is communicated through a telephone.

17. (Currently Amended) The method of claim 6 wherein the portion of the one or more VIN-specific customer vehicle attributes is communicated through the Internet.

18. (Currently Amended) The method of claim 17 wherein the portion of the one or more VIN-specific customer vehicle attributes is communicated through an e-mail via the Internet.

19. (Currently Amended) The method of claim 1 wherein the one or more VIN-specific customer vehicle attributes is used to facilitate marketing of one or more events.

20. (Currently Amended) The method of claim 1 further comprising dealerizing the one or more VIN-specific customer vehicle attributes.

21. (Currently Amended) The method of claim 1 further comprising deduplicating the one or more VIN-specific customer vehicle attributes.

22. (Currently Amended) The method of claim 1 further comprising cleansing the one or more VIN-specific customer vehicle attributes.

23. (Currently Amended) The method of claim 1 further comprising merging and purging the one or more VIN-specific customer vehicle attributes.

24. (Currently Amended) The method of claim 1 further comprising conducting a national change of address analysis on the one or more VIN-specific customer vehicle attributes.

25. (Cancelled)

26. (Currently Amended) A computer-implemented system ~~for integrating data output from a relationship between a customer and a service or product provider, the system~~ comprising:

two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system, wherein the two or more computer systems are capable of storing and transmitting one or more customer vehicle attributes;

a data warehouse coupled to the two or more computer systems for storing the one or more customer vehicle attributes; and

a retrieval module coupled to the data warehouse for retrieving the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, ~~integrating wherein~~ the one or more customer vehicle attributes on a VIN-specific level ~~are integrated~~ across the two or more computer systems to obtain one or more VIN-specific customer vehicle attributes, and facilitating ~~facilitate~~ management of a relationship between a customer and a service or product provider based on the one or more VIN-

specific customer vehicle attributes.

27. (Original)            The system of claim 26 wherein the relationship is an after vehicle sales relationship.

28. (Currently Amended)    A computer-implemented apparatus ~~for integrating data output from a relationship between a customer and a service or product provider, the apparatus~~ comprising:

means for receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system;

means for storing the one or more customer vehicle attributes into a data warehouse; and

means for ~~transmitting the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, wherein~~ integrating the one or more customer vehicle attributes on a VIN-specific level ~~are integrated~~ across the two or more computer systems to obtain one or more VIN-specific customer vehicle attributes, and facilitating ~~facilitate~~ management of a relationship between a customer and a service or product provider based on the one or more VIN-specific customer vehicle attributes.

29. (Original)            The apparatus of claim 28 wherein the relationship is an after vehicle sales relationship.